

Department of Professional & Financial Regulation
Office of Licensing & Registration
MAINE REAL ESTATE COMMISSION
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Real Estate Brokerage Advertising – What are the Rules

In the Spring 2004 edition of the Commission's newsletter *Maine Real Estate News*, an article titled "Advertising Rules – Revisited" referenced the Commission's advertising rule (Chapter 330, Section 1) and provided responses to advertising-related questions from licensees to the Commission staff. In response to the article, the Commission received inquiries from designated brokers and others asking for further clarification regarding brokerage advertising standards. These standards apply to all advertising mediums, including newspapers, magazines, television, radio, "for sale" signs, business cards, websites and other electronic mediums. The Commission has prepared the following check list of information in response to those inquiries:

- Advertising, whether it is the promotion of real estate for purchase or sale or the brokerage services to be provided, may only be made on behalf of the company with the designated broker's knowledge and consent (regardless of who has prepared the advertisement or is paying for it);
- Advertising must be done in the real estate company's name as licensed by the Commission;
- Advertising must include contact information where the public can contact the real estate company by phone or in person at the company's licensed office;
- Advertising may also include the licensee's direct phone number or other contact information (not necessary to include the words "home phone" or "cell phone") as long as the company's phone number or other contact information is included; and,
- Advertising must be free from deception and shall not misrepresent the condition of the property, terms of the sale, value of the real estate, company policies or brokerage services.